



DASHEW PLASTIC CARD SERVICES

During the last decade, the name of "Dashew" has become synonymous with high quality identification and credit cards. In sheer volume alone, Dashew has produced more credit cards — and other plastic cards still in use today — than any other single service facility in the world.

But automation has revolutionized the face and function of the plastic card as it was known in the 1950's. Today Dashew has added new source media for integration into increasingly automated systems: telephone dialer cards; and cards for NCR Class #53, ULTRONIC's SYSTEMS VALIDATOR, and other computer-related systems.

To meet the demand for these new products — and to continue as the major source of standard credit cards and embossing — Dashew has established the largest, most complete and best-equipped service center network in the world.

Using . . . The Dashew 465 Databosser—the world's fastest — selectively embossing, printing and code punching plastic cards with varied information at speeds up to 3000 per hour.

Offering . . . A totality of plastic card services unavailable from any other supplier. Dashew designs your cards, produces them, embosses, punches, stamps, and even mails them out to your customers when so requested.

Printed and laminated credit cards, ID cards and dialer cards.

Embossing of credit cards, ID cards and dialer cards.

Punching, embossing & stamping of credit cards, ID cards & dialer cards.

Services for Every Plastic Card Need

Dashew is now operating in four principal service center locations in the U.S. and Canada, with a total of 12 Databosser machine systems to accommodate high volume peak loads, system back-up and priority needs. Equipment, materials and personnel of these centers are combined to meet the broadest possible variety of options in card design, computer coding, selection of type font, colors, and other system application specifics.

World's Fastest Automatic Equipment

The single most important factor in Dashew capability is the outstanding speed and performance of the Databosser 465. This is the reason no other supplier can handle volume quantities of plastic cards as rapidly and efficiently. It also explains why no other supplier can match Dashew's low cost per unit of processing.

MACHINE SPEED: The Databosser 465 will average from 1,000 cards up, with a maximum speed of 3,000 per hour.

ACCURATE, LINE-AT-A-TIME EMBOSSING: Highest quality card processing is also the result of several other important machine characteristics. For example, the 465 system is designed so each plastic card may be proofed against the interpreted tab card used as input. The line-at-a-time embossing accounts for the perfect alignment of embossed characters so essential for **Optical Character Recognition** and other computer coded input systems.

PLUS ACCURATE PUNCHING: All punching is accomplished through a full-field punch and die block, assuring perfect positioning of all punches.

Your Choice of Type Fonts and Colors

Dashew service centers provide most of the standard type fonts, including the Dashew 6CM, 4MN, and 3.5; the IMR 7B; a combination of IMR 7B and Bar-Code; 1428E and MICR. Other fonts are available on special order. Selected colors are applied to your card embossing via the 465 hot-tipping process.

Provisions for Customer Security

Dashew assumes special responsibility for all customer data and property. All service center personnel, for example, are bonded. Other procedural precautions are strictly enforced to assure complete protection of our many industrial, governmental military and commercial users. In addition, the combination of a total service package under one roof—including plastic card design, manufacturing, embossing, punching, and stamping—serves as a safeguard against loss and other problems associated with redundant handling.



Silent Salesmen in Plastic

The high quality and durability of Dashew plastic cards are well proven by continued use over the years by such organizations as Diner's Club, Texaco, Humble Oil Company, Standard Oil Company of California, and other major organizations around the world.

Exemplifying the new thrust of Dashew is this selected list, representing some of our more recent customers:

American Fletcher National Bank (Indianapolis, Ind.)
Bloomingdales (New York)
Buffums Department Store (Long Beach)
Clark Oil Company (Milwaukee, Wis.)
Continental Illinois National Bank (Chicago)
Gottshalks (Fresno)
Pacific Southwest Airlines (San Diego)
Playboy Clubs (Chicago)
Security Bank and Trust (Lincoln Park, Mich.)
Shell Oil Company (Tulsa, Oklahoma)
State Street Bank of Boston (Boston)
Sun Oil Company (Philadelphia)
Valley National Bank (Phoenix)
Western Airlines (Los Angeles)
Wieboldts (Chicago)



**DASHEW
BUSINESS
MACHINES**

Chicago, Illinois — 319 North Albany Street — 312-533-1400
New York City — 22 East 40th Street — 212-689-9080
Santa Monica, California — 2219 Main Street — 213-392-3984
Toronto, Canada — 90 Thorncliff Park Drive — 416-421-9585

QUESTIONNAIRE

Thank you for your interest in Dashew. We are also interested in you . . . and how we can be of service in helping you meet your plastic card requirements. If you would like price quotations or other specific information related to your system application, we would appreciate your response to the following questionnaire.

NAME _____

POSITION _____

COMPANY _____

ADDRESS _____

TYPE OF APPLICATION

automatic dialer cards _____

NCR class 53 _____

plastic credit cards _____

ULTRONIC VALIDATOR cards _____

plastic ID cards _____

other _____

Estimated number of cards needed: _____

Do you have information content (e.g. customer data, etc.) already on tab cards?

Would you be interested in further consultation with a Dashew field representative at no obligation to you?

Other specific questions you would like answered at the present time?



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